
THE
WALKING DEAD
NO MAN'S
LAND

Welcome!

NEXT GAMES
amc THE WALKING DEAD

Sulka Haro



NEXT GAMES

AMC THE WALKING DEAD


HABBO




Virtual
Magic Kingdom

MakieLab


Manage
your own
fashion lab!


76
TAGE
IRIT



NEXT GAMES

AMC THE WALKING DEAD

THE WALKING DEAD NO MAN'S LAND



NEXT GAMES

AMC THE WALKING DEAD

Launch October 8th

Over 10 million downloads

in #100 Top Grossing in 70 countries in App Store and Google Play

NEXT GAMES

AMC THE WALKING DEAD

4.3 billion walkers killed

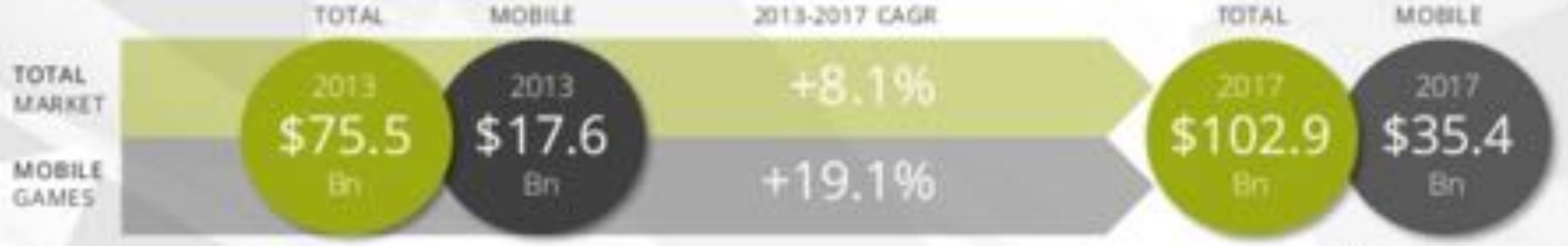
State of mobile games market

Game Structures
Interaction Design

State of the Games Market

Global Games Market 2012-2017

Total & Mobile Game Revenues





newzoo

© 2014 Newzoo Global Games Market Report | May 2014

Top Grossing iPhone Apps

Paid | Free | Top Grossing

Games



1. Clash Royale
Games
* Get
In-App Purchases



2. Clash of Clans
Games
* Get
In-App Purchases



3. Game of War - Fire Age
Games
* Get
In-App Purchases



4. Mobile Strike
Games
* Get
In-App Purchases



5. Candy Crush Saga
Games
* Get
In-App Purchases



6. MADDEN NFL Mobile
Games
* Get
In-App Purchases



7. MARVEL Contest of...
Games
* Get
In-App Purchases



8. Big Fish Casino – Free...
Games
* Get
In-App Purchases



9. Candy Crush Soda Saga
Games
* Get
In-App Purchases



10. DoubleDown Casino - Free...
Games
* Get
In-App Purchases

NEXT GAMES

AMC THE WALKING DEAD

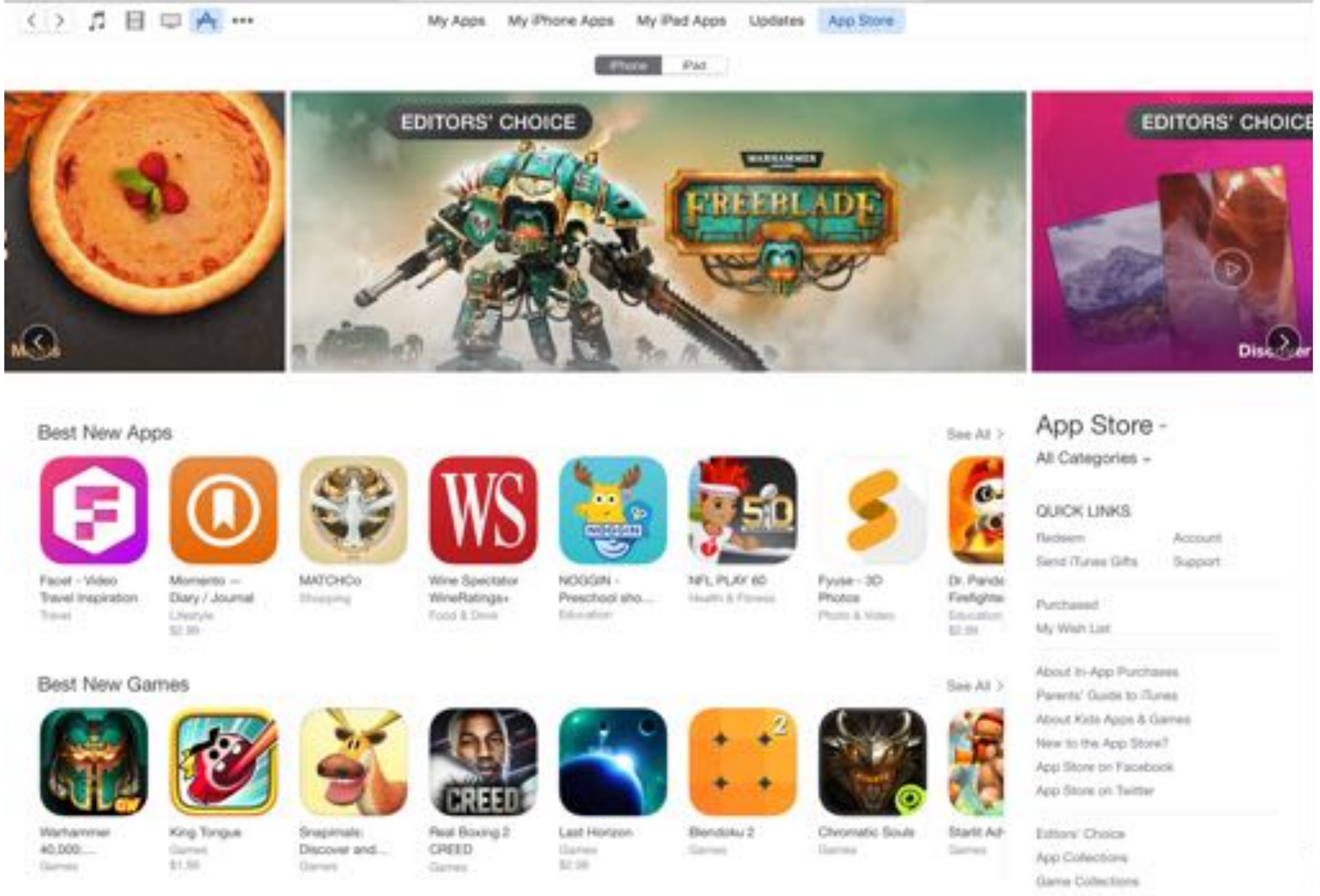
Grossing	Feb 2013	Grossing	Feb 2014	Grossing	Feb 2015	Grossing	Feb 2016
Clash of Clans	Supercell	Clash of Clans	Supercell	Clash of Clans	Supercell	Clash of Clans	Supercell
Candy Crush Saga	King	Candy Crush Saga	King	Game of War - Fire Age	Machine Zone, Inc	Game of War - Fire Age	Machine Zone, Inc
Hay Day	Supercell	Game of War - Fire Age	Machine Zone, Inc	Candy Crush Saga	King	Candy Crush Saga	King
Minecraft: Pocket Edition	Mojang	Hay Day	Supercell	Candy Crush Soda Saga	King	MADDEN NFL Mobile	Electronic Arts ▲1
Slotomania Casino – Las Vegas...	Playtika LTD	Farm Heroes Saga	King	Boom Beach	Supercell	Mobile Strike	Epic War LLC ▼1
The Simpsons™: Tapped Out	Electronic Arts	Pet Rescue Saga	King	Big Fish Casino – Free Vegas S...	Big Fish Games, Inc	Star Wars™: Galaxy of Heroes	Electronic Arts
MARVEL War of Heroes	Mobage, Inc.	The Simpsons™: Tapped Out	Electronic Arts	Slotomania Casino – Las Vegas...	Playtika LTD	Candy Crush Soda Saga	King
Kingdoms of Camelot: Battle fo...	Kabam	MARVEL War of Heroes	Mobage, Inc.	Hay Day	Supercell	Boom Beach	Supercell
What's the Word? - new quiz wi...	RedSpell	Kingdoms of Camelot: Battle fo...	Kabam	Farm Heroes Saga	King	Clash of Kings - CoK	ELEX Wireless ▲3
DragonVale	Backflip Studios	Bejeweled Blitz	PopCap	DoubleDown Casino - Free Slot...	DoubleDown Interactive B.V.	MARVEL Contest of Champions	Kabam

App Store TOP 10 is an impregnable fortress

TOP 100 not easier!






My Apps
My iPhone Apps
My iPad Apps
Updates
App Store
iPhone
iPad
EDITORS' CHOICE
FREEBLADE
EDITORS' CHOICE
Best New Apps
See All
Facet - Video Travel Inspiration
Travel
Momento — Diary / Journal
Lifestyle
$2.99
MATCHCo
Shopping
Wine Spectator WineRatings+
Food & Drink
NOGGIN - Preschool sho...
Education
NFL PLAY 60
Health & Fitness
Fyuse - 3D Photos
Photo & Video
Best New Games
See All
Warhammer 40,000:...
Games
King Tongue
Games
$1.99
Snapimals: Discover and...
Games
Real Boxing 2 CREED
Games
Last Horizon
Games
$2.99
Blendoku 2
Games
Chromatic Souls
Games
App Store -
All Categories
QUICK LINKS
Redeem
Account
Send iTunes Gifts
Support
Purchased
My Wish List
About In-App Purchases
Parents' Guide to iTunes
About Kids Apps & Games
New to the App Store?
App Store on Facebook
App Store on Twitter
Editors' Choice
App Collections
Game Collections

1) Great game
2) ???
3) Profit!

Top Grossing iPhone Apps

Paid | Free | Top Grossing

Games



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10. DoubleDown Casino - Free...
Games
* Get
In-App Purchases

NEXT GAMES

AMC THE WALKING DEAD



Founded 2013



Own IP

+

Third party IP

NEXT GAMES

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COMPASS POINT
WEST


THE
WALKING DEAD
amc

MAKING A SUCCESSFUL GAME BASED ON A LICENSE

NEXT GAMES

THE WALKING DEAD

What would we need to do get the TWD fans to love us?



NEXT GAMES
amc THE WALKING DEAD

Have the game feel like TWD,
not just look like TWD

Aesthetics

+

Gameplay

Story of survival, with

Tough world with hard choices
Amazing characters
Tons of violence
Safe haven under constant threat
Episodic story



NEXT GAMES
THE WALKING DEAD


3
1h
8h
24h
Upgrade Camp
Upgrade Def
Train
New Survivor!
Happy Camp



NEXT GAMES
THE WALKING DEAD


11
62299
27658
3500
EPISODE 4
SHADOW OF EDEN
3
3
3
3
World map
Camp



NEXT GAMES
THE WALKING DEAD

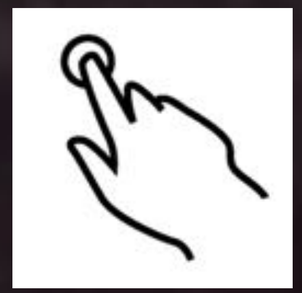

M7000
BLASTER
APS▸22
AMM▸30
AUTOSHOT
ACC▸ AP▸
8% 3
SNAPSHOT
ACC▸ AP▸
20% 12
AIM SHOT
ACC▸ AP▸
44% 24
THROW
ACC▸ AP▸
N.A.
TURN▸2 VP▸36

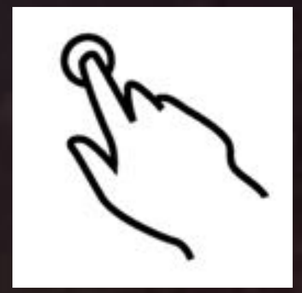

Alessandro Conti
HOLD

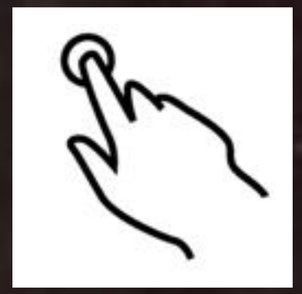

THE
TEST

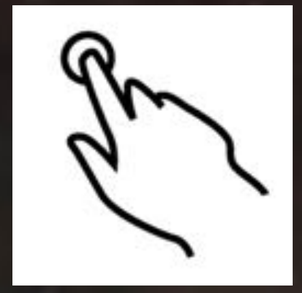

LORI
10


Lori
12
2
ICE









ACTIVATE CHARACTER

CHOOSE ACTION

TARGET

CONFIRM







NEXT GAMES
THE WALKING DEAD



NEXT GAMES
THE WALKING DEAD


Go To Exit
FLEE
Janita
Roz
11
10
10
INCOMING!
0
TURNS
UNTIL



E03M02

Width

Height

V1 V2 V3 V4 V5 V6 V7 V8 V9 V10 V11 V12 V13 V14 V15 V16

1 2 3 4 5 6 7

140 120 100 80 60 40 20 0




15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33



NEXT GAMES

AMC THE WALKING DEAD


Call survivors?
Get 1 to 5 star survivor
1 CALL
Boost the signal
5 CALL
Boost the signal
15 CALL
Max level 8
Upgrade Radio Tent to get higher level survivors
Complete EPISODE 4 to unlock Shooter class.
SHOP
Map





NEXT GAMES

AMC THE WALKING DEAD


Angela
Level 10
Level 11
Damage 261
+26
Health 431
+31
Ok


17
512848
43442
1352
CHOOSE A SURVIVOR
All
13/16
Team
Bandages
10
of 13
275
395
Team
Roz
10
of 14
279
306
Team
Brenda
8
of 16
75
325
Chris
11
of 15
341
457
Get 1 more Slots
650
Train
56K
Train
54K
Train
26K
Train
89K


10
ROZ
10
BANDAGES
8
BRENDA
Continue
This mission is
DEADLY. Be careful!

CHOOSE SURVIVOR TO LEAVE BEHIND

You will also lose all collected loot crates.







Cancel

Selected survivor will DIE PERMANENTLY

Confirm

"So I was experimenting and lost my only legendary character Pauline. After vomiting when I realized what had happened, I almost cried."

NEXT GAMES

AMC THE WALKING DEAD

PvE vs PvP

Outpost found!

rockey









Rewards

24 15

10 Find another

Attack


16 Jacob
16 Suzie
16 Bobby
8 Millie
8 Kathleen
8 Tammy


Richard
Calvin
2 Leonard
3 Bruce
Leo

Takeaways

Have an Brand / Product strategy

Go beyond aesthetics if creating a game based on an IP

There’s still old game genres to be adopted mobile

Keep iterating once live


THE WALKING DEAD
NO MAN'S LAND
Thanks!
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